

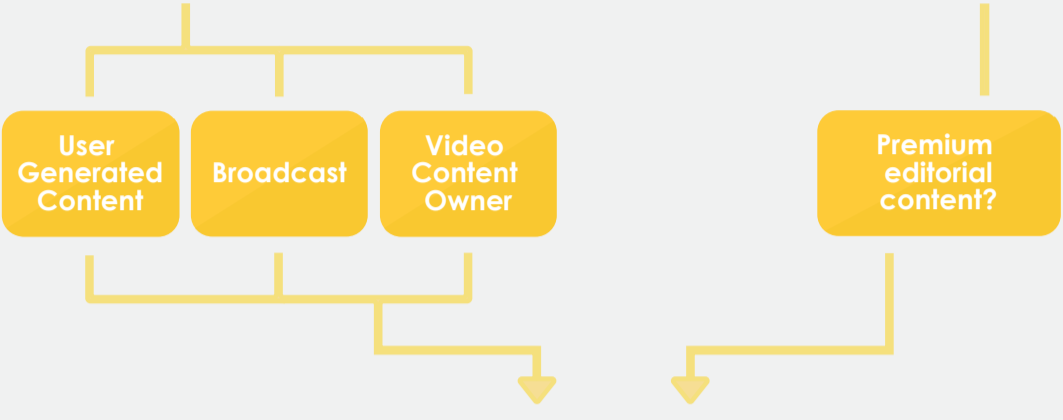


# How to Monetise Video Inventory

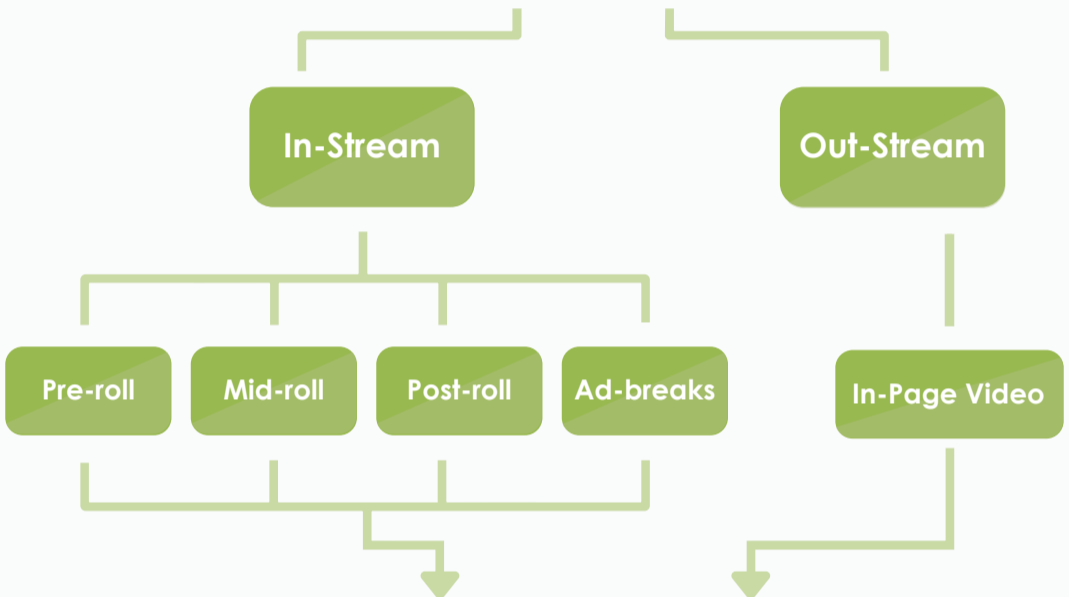
YES

Do you have video content?

NO



Optimise all video formats programmatically



Choose the right technology to support your holistic video strategy



360 POLARIS

Supporting

VAST 2.0/3.0

VPAID 1.0/2.0

MRAID 2.0

Video hosting

Across All Devices



Desktop



Mobile web



Connected TV



Mobile in-app

All Campaign types

Programmatic Guaranteed

Direct campaigns

RTB

Deal ID

3rd Party Campaigns



New revenue opportunity and a holistic programmatic sales strategy



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